

THE USE OF PRESUPPOSITION IN BUSINESS MODEL CANVAS OF START FRIDAY'S WEBSITE CONTENT

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Abstrak

Penelitian ini berfokus pada pengungkapan elemen-elemen di dalam Business Model Canvas menggunakan teori Osterwalder and Pigneur (2009) dan teori fungsi pragmatik (Ge, 2011) dengan menggunakan teori presuposisi (Yule, 1996) di kalimat-kalimat deskripsi dalam konten website Start Friday. Dalam hal ini, kalimat-kalimat deskripsi di website Start Friday adalah objek utamanya. Metode dari penelitian ini menggunakan analisis deskriptif kualitatif. Penelitian ini menemukan bahwa presuposisi existential yang paling banyak digunakan di dalam konten website Start Friday. Yang mana, presuposisi existential tersebut mempunyai fungsi pragmatik untuk meringkas, menekankan, serta menarik keberadaan layanan kepada para pembaca website atau pelanggan. Bagaimanapun, penelitian ini akan memberikan pengetahuan mengenai fungsi pragmatik dalam bentuk presuposisi di dalam konten website Start Friday yang dapat mengungkapkan elemen-elemen Business Model Canvas. Sebagaimana hal itu dapat disimpulkan bahwa presuposisi dan fungsi pragmatik dapat menjadi alat yang hebat untuk membuat perencanaan bisnis yang efektif dalam sebuah konteks bisnis bagi perusahaan dengan menggunakan bentuk Business Model Canvas. Hal tersebut juga menjadi strategi pemasaran untuk mengenalkan layanan-layanan yang ditawarkan dan kemampuan mereka pada para pembaca website maupun pelanggan mereka.

Kata Kunci: *periklanan, konten website, Business Model Canvas, website Start Friday, presuposisi.*

Abstract

This research focuses on the revealing the elements of Business Model Canvas (BMC) by Osterwalder and Pigneur (2009) and theory of pragmatics function (Ge; 2011) by using presupposition (Yule; 1996) in description sentences of Start Friday's website content. In this case, the description sentences in Start Friday's website is the main object. The method of this study is using the descriptive qualitative analysis. This research found that the existential presupposition is generally used on the description sentences in website content of Start Friday. In which, the existential presupposition in those description sentences have the pragmatics function to concise, emphasize, and interest toward the service existence to the website readers' or customers' view. Furthermore, this research will give knowledge about pragmatics function in form of presupposition used in website content of Start Friday which can reveal the elements of Business Model Canvas (BMC). In which, it can be inferred that presupposition and pragmatics function can be the powerful tool to make the effective business plan in business context for the company by using the form of Business Model Canvas (BMC). It also becomes a marketing strategy for presenting the services offered and their capability to their website readers or customers.

Keywords: *advertising, website content, Business Model Canvas, Start Friday website, presupposition.*

INTRODUCTION

Advertising, including website content, plays an important role in today's daily life. The language of advertising is basically persuasive which means that there is a possibility for linguistics theory to be adopted by advertisement writers in order to serve the purposes of advertising. As an important topic in linguistics, especially in pragmatics, presupposition is frequently employed in order to enhance the effect of persuasion in advertisement, in this case is website content of Start Friday. In which, this research concerned with presupposition because its own special properties that can conceal specific advertising information to achieve

certain effect to the website readers of Start Friday. Also, this research concerned with pragmatics function of advertisement language to show the pragmatics feature that build the characteristics of website content and how its function made in the website content.

In this digital era, many companies or brands' owners that are marketing their products and services through electronic media or online, include using a website. Most companies even designed in such a way their website in order to attract readers to its website by creating a content description using creative and unique language. But apparently, the description of the content on the website is not only interesting in terms of language, but also created as the application which based

on the elements of Business Model Canvas (BMC) that has been designed by the companies or the brands' owners.

Business Model Canvas (BMC) comes as the renewal of the business plan in the form of columns concept that is more compact with a few important elements as the cores of a business plan. Hence, Business Model Canvas (BMC) has nine (9) major elements, those are: customer segments, value proposition, channel, customer relationship, key activities, key resources, key partners, cost structure and revenue structure. This study is expected to give knowledge about pragmatics function in form of presupposition used in website content of Start Friday which can reveal the elements of Business Model Canvas (BMC). Besides, this research aims to characterize the advertising language by using presupposition analysis through description sentences in *Start Friday's* website content to reveal how the way Business Model Canvas works does. Simply to say, this research aims to facilitate other businesses to create an effective and appropriate Business Model Canvas (BMC).

There are several theories used in this study that will be explained in the following paragraphs. This research basically used pragmatics approach based on the theory of presupposition proposed by Yule (1996). Besides, this research uses the theory of pragmatic function in advertisement language by (Ge, 2011). Also, this study conducted the theory of Business Model Canvas by (Osterwalder & Pigneur, 2009).

This research aims to use presupposition theory in pragmatics approach to analyze the appropriateness of the description sentences. Because pragmatics in a Business Model Canvas (BMC) as the part of business plan context can formulate and convey the meaning through sentences in website content. In line with Danyushina (2011) who stated that the most obvious peculiarity of business context in linguistics approach is the essence enlargement which has the meaning intensification in semantics, correlating with phonographic, morphological, syntactic, stylistics, and para-verbal devices typical of the discourse. In which, those are employed to provide its pragmatics purposes realization. On the other words, pragmatics has a crucial point of view to convey what is intended in website content to present its Business Model Canvas (BMC) as the part of business context.

In showing the types of presupposition that defined by Yule (1996) this study only reveal three types of presupposition, those are:

1. Existential Presupposition

- *Start Friday as Asia Brand Consultant emerge you of creative selling brand* >> (Presupposed)

Start Friday has creative strategy to selling brand and to make dreams of brand come true.

This datum can be identified as the existential presupposition which shows that Start Friday as the company of brand consultant is exist with their creative strategy. Besides, this service refers to the capability of Start Friday as the company of brand consultant that ready to be chosen by their customers by having that strategy. The pragmatics function of this sentence (datum) deals with the emphasis function. Because this sentence contain of "*emerge you of creative selling brand*", which the word 'creative' has a maximum effect to impress customers' attention. However, Start Friday wants to persuade their customers with certain information about their service by impressing their customer first.

2. Lexical Presupposition

- *we do not only do activation but also further concept* >> (Presupposed) they create right concept to get the effectiveness of each brand's advertisement.

This datum covers the lexical presupposition because it shows that Start Friday is committed to work their customers' brands, not only by doing the activation of brands, but also further concept to measure the effectiveness of each brand. The pragmatics function of this sentence (datum) deals with the concealment function. Because the words "*we do not only do activation but also further concept*", have the role of presupposition to connect Start Friday intention and attitude.

3. Factive Presupposition

- *Our consultant is here* >> (presupposed) their team is there, in that website and other social media links which they have a strategic solution for each branding case and able to be contacted.

This eighteenth datum is classified as using the factive presupposition because it contains of words with information fact that is given by Start Friday. Meanwhile, the information is a fact which it exactly happens. The pragmatics function of this sentence (datum) deals with the conciseness function. Because the words "*our consultant is here*" express what needs to be written in the website within the description sentence has important information for their readers. However, Start Friday wants to convince their readers by showing that they are available to be contacted.

METHOD

The descriptive qualitative method is used in this research in order to analyze the data which is related with pragmatics linguistics. Moreover, it is the use of presupposition and pragmatics function of advertising language to reveal elements in Business Model Canvas (BMC) of website content which the website is a part of online advertisement.

This descriptive qualitative method is used based on several reasons. First reason, this research is concerned with the description sentences in the website content that reveal Business Model Canvas (BMC) elements and its pragmatics functions by using presupposition theory. Second reason, this research described the data based on the theory and it is to provide and answer the research questions. Third reason, the characteristics of the research data is descriptive which it does not need any treatments and it obviously ready to be analyzed. However, the descriptive qualitative method will give more advantages for this research to explored and widely analyzed along the research data.

Moreover, from those explanations of descriptive qualitative methods above, it could be concluded that this qualitative method will give more benefits for this research to be explored and analyzed. It is because this research matches with the requirements of qualitative research: 1. the source of the data that were taken from website content as the part of online advertisement, 2. the data were in the form of written text, 3. this research engaged with the features and meaning of description sentences in website content which deals with linguistics phenomenon as the part of business communication. Therefore, it is also appropriate because this research did not use the percentage and it did not have to do with numbers. Since this research could not be described through numbers and used the descriptive explanation, that is why then this research compatible to use this descriptive qualitative method to the proposed research.

To answer the first research question, this study concerned with the types of presupposition and its presupposed meaning using the theory from Yule (1996). Then, for answering the second research question, this study concerned with the pragmatics function of advertising language in data using the theory from Ge (2011). Therefore, for answering the last research question, this study concerned with the element of Business Model Canvas (BMC) using the theory from Osterwalder and Pigneur (2009).

RESULT

According to Yule (1996), there are six types of presupposition. But in this research, there are only three types of presupposition delivered by all of the data from Start Friday's website content which the classification will be shown in the tables below. The tables will be exhibited into groups based on the classification of presupposition types.

❖ Existential Presupposition

No	Data	Presupposed Meaning
1	" <i>Start Friday</i> as Asia Brand Consultant emerge you of creative selling brand and be able to interpret your dream into reality."	<i>Start Friday</i> has creative strategy to selling brand and to make dreams of brand come true.
2	"Here we offer you a lifetime partnership."	<i>Start Friday</i> is a lifetime partner in building new brands.
3	" <i>Start Friday</i> started with the right footings from the beginning with the right skill and expertise."	<i>Start Friday</i> has the right capability from the start.

The existential presupposition intends to convey the existence of the service from Start Friday as the company of brand consultant which is available to compete with other companies of both local and international brand consultant. Those can be found through the intended meaning which is revealing each functional use of the occurrence of presupposition.

1	Include to Value Proposition Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the emphasis function as the word 'creative' has a maximum effect to attract customers' attention. - The italic and underlined words in the presupposed meaning included into existential presupposition because those words convey the existence of certain information from the company. - However, the presupposed meaning and the pragmatics function of emphasis reveal the value proposition element
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		of BMC because it refers to the service and features that offered by the company by conveying the existence of certain information with the word that has a maximum effect to their customers.
2	Include to Value Proposition Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the conciseness function because the company expresses what needs to be written in their website. - The italic and underlined words in the presupposed meaning included into existential presupposition because those words convey the existence of certain information from the company. - However, the presupposed meaning and the pragmatics function of conciseness reveal the value proposition element of BMC because it refers to the service and features that offered by the company by conveying the existence of certain information and by expressing what needs to be written in their website.
3	include to Customer Relationship Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the conciseness function because the company expresses what needs to be written in their website. - The italic and underlined words in the presupposed meaning included into existential presupposition because those words convey the existence of certain information from the company. - However, the presupposed meaning and the pragmatics function of conciseness reveal the customer relationship element of BMC because it present about kinds of services that the company has by conveying the existence of certain information and by expressing what needs to be written in their website.

❖ Lexical Presupposition

No	Data	Presupposed Meaning
1	"We create unique personality for each brand which focus on customers and enhance emotional connection."	They build the strategy to boost each brand and to attract customers.
2	" <i>Start</i> <i>Friday</i> works the complicated to make it simple for you and your consumers."	<i>Start Friday</i> managed their strategy to be less complicated.

The lexical presupposition is commonly used in description sentences in Start Friday website content which those sentences are actually separated in five sub-menu of the website. The italic and underlined words in datum are the significant sign marked the condition of lexical presupposition that is used in a sentence. The lexical presupposition intends to presuppose information in website content combines with asserted information in creating the website viewers' involvement to presuppose what out-stated meaning behind each description sentence. It can be found through the intended meaning which asserted information achieve the positive effect from each description sentence in website content of Start Friday website.

1	Include to Key Activities Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the emphasis function as the word 'unique' has a maximum effect to attract customers' attention. - The italic and underlined words in the presupposed meaning included into lexical presupposition because those words show that the company tries to manage the service process by presenting the asserted information. - However, the presupposed meaning and the pragmatics function of emphasis reveal the key activities element of BMC because it presents how the processes of the company succeed the service by managing the service process with the word that has a maximum effect to their
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		customers.
2	Include to Key Activities Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the conciseness function because the company expresses what needs to be written in their website. - The italic and underlined words in the presupposed meaning included into lexical presupposition because those words show that the company tries to manage the service process by presenting the asserted information. - However, the presupposed meaning and the pragmatics function of conciseness reveal the key activities element of BMC because it presents how the processes of the company succeed the service by expressing what needs to be written in their website.

❖ Factive Presupposition

No	Data	Presupposed Meaning
1	"Visual design and list layout are two important things we focus on to bring impressive perception in consumer's mind when exploring the catalog."	Their catalog is an attractive form to impress their partner's consumers.
2	"Our consultant is here to listen to your complicated branding case and bring you strategic solution."	Their team is there, in that website and other social media links which they have a strategic solution for each branding case and able to be contacted.
3	"Our team of consultants, designers, researcher, content analyst, economist, and experts in marketing and branding improves your odds for success."	Start Friday team is divided into consultants, designers, researcher, content analyst, economist, and experts in marketing and branding which they are ready for winning your branding case.

The factive presupposition is also used in description sentences in Start Friday website content though the numbers of factive presupposition in this research are quite less than existential presupposition and lexical presupposition. The italic and underlined words in datum are the significant sign marked the condition of factive presupposition that is used in a sentence. The factive presupposition intends to explore the fact about quality, how the way the service ruin or any other excessive points of the service that taken to be presupposed as the truth of information within each description sentence in website content of Start Friday. Thus, it can be found through the five sub-menu in the website content

1	Include to Customer Relationship Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the conciseness function because the company expresses what needs to be written in their website. - The italic and underlined words in the presupposed meaning included into factive presupposition because those words explore the fact of the service offered and presupposed the true information. - However, the presupposed meaning and the pragmatics function of conciseness reveal the customer relationship element of BMC because it presents about kinds of services that the company has by exploring the fact of the service offered and by expressing what needs to be written in their website.
2	Include to Channel Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the conciseness function because the company expresses what needs to be written in their website. - The italic and underlined words in the presupposed meaning included into factive presupposition because those words explore the fact of the service offered and presupposed the true information. - However, the presupposed

		meaning and the pragmatics function of conciseness reveal the channel element of BMC because it referred to how the company sell the service offered by conveying the existence of certain information and by expressing what needs to be written in their website.
3	Include to Key Resources Element	<ul style="list-style-type: none"> - The underlined words in the data deal with the concealment function because it has the role to connect the company intention and attitude due to their services. - The italic and underlined words in the presupposed meaning included into factive presupposition because those words explore the fact of the service offered and presupposed the true information. - However, the presupposed meaning and the pragmatics function of concealment reveal the key resources element of BMC because it presents the essential element that needed to ruin the service of the company by conveying the existence of certain information and by connecting the company intention and attitude.

DISCUSSION

The existential presupposition is generally used in description sentences in Start Friday website content which those sentences are actually separated in five sub-menus of the website. The existential presupposition intends to convey the existence of the service from Start Friday as the company of brand consultant which is available to compete with other companies of both local and international brand consultant. The writer of Start Friday's website content often use this type of presupposition as it is the proposition to maintain the existence of their services as the company of brand consultant to their website readers by presenting powerful words which is included into each data in this research. Those can be found through the intended meaning which is revealing each functional use of the occurrence of presupposition.

The theory from Ge (2011) stated that the existential presupposition in those description sentences in Start Friday website content has the function to concise, emphasize, and interest toward the service existence to the customers' view. By using the pragmatics function of conciseness, emphasis, and interestingness, Start Friday would like to succeed in getting the goal of informing and maintaining the existence and building the good image of the services offered in customers' view. Moreover, the existential presupposition mostly used in conciseness function, then follows by emphasis function and interestingness function.

Lexical presupposition also triggers and encourages the persuasive intention of the customers in the reflection of the great quality through the services offered by Start Friday as the company of brand consultant. The company, in this case is Start Friday that written all of the content in Start Friday website uses this kind of presupposition to concise, conceal, and interest their customers. Moreover, the lexical presupposition mostly used in conciseness function, then follows by concealment function and interestingness function.

The factive presupposition is also used in description sentences in Start Friday website content though the numbers of factive presupposition in this research are quite less than existential presupposition and lexical presupposition. The factive presupposition intends to explore the fact about quality, how the way the service ruin or any other excessive points of the service that taken to be presupposed as the truth of information within each description sentence in website content of Start Friday. The company, in this case is Start Friday that written all of the content in Start Friday website uses this kind of presupposition to concise their website readers or customers.

After analyzing the presupposition and the pragmatics function through description sentences of Start Friday website content, this study found that presupposition and pragmatics function in advertising language theories can reveal the presupposed meaning. In which, those presupposed meanings are belong to seven elements of Business Model Canvas (BMC).

Practically, this research is giving knowledge about pragmatics function in advertising language by analyzing the types of presupposition and the presupposed meanings through description sentences in website content of Start Friday which this study is revealing the elements of Business Model Canvas (BMC). In this study, the description sentences and pragmatics function will only reveal the seven elements from nine elements of Business Model Canvas because of cost structure element and revenue structure element are

secret and hard to be revealed. Besides, this research aims to use presupposition theory in pragmatics approach to analyze the appropriateness of the description sentences. Because of pragmatics in a business plan context can formulate and convey the meaning through sentences in website content. However, the table of Start Friday Business Model Canvas (BMC) based on the conclusion of presupposed meanings will help other company or advertiser or website developer to create a simple form of business plan to running their business well; include the using of website content to promote their services.

CONCLUSION & SUGGESTION

Conclusion

Based on the data analysis result and discussion in the previous chapter, there are several points that can be concluded. The first point is that the existential presupposition is generally used in description sentences in website content of Start Friday. In which, the existential presupposition in those description sentences have the function to concise, emphasize, and interest toward the service existence to the website readers' or customers' view. Then, Start Friday also used lexical presupposition concise, conceal, and interest their customers. Also, Start Friday used factive presupposition to concise their website readers by exploring the fact of quality, about how the way the services ruin or any other excessive points of the service that taken to be presupposed as the truth of information within each description sentence in website content of Start Friday. Moreover, those types of presupposition has a contribution to the pragmatics function of advertising language, in this case is Start Friday website content, by making it to be attractive, interesting, persuasive, effective, and communicative for their website readers or customers.

On the other side, the presupposed meanings and pragmatics function in this research obviously only reveal the seven elements from nine elements of Business Model Canvas (BMC) because Cost Structure element and Revenue Structure element are secret and hard to be revealed. In fact, this Business Model Canvas (BMC) aims to facilitate other businesses to create an effective and appropriate Business Model Canvas (BMC) through the words of description in the content of *Start Friday's* website.

There are 24 data from 39 data analyzed that aim to use conciseness function for getting the goal of informing and maintaining the existence and building a good image of the services offered by Start Friday as the company of brand consultant. In which, the conciseness function reveals the element of customer segment, value

proposition, channel, customer relationship, and key activities in business model canvas (BMC).

Also, there are 3 data from 39 data analyzed that aim to use concealment function to give the true information that written by Start Friday which make the website readers or customers accept the information without rethinking what presupposed information is implied. In which, this concealment function reveals the element of key partners and key activities in business model canvas (BMC).

Then, there are 8 data from 39 data analyzed that aim to use emphasis function for highlighting the certain information to focus on the description sentences which have the maximum effect on the website readers' or customers' perspective. In which, this pragmatics function of emphasis facilitate to characterize the description sentences and their presupposed meanings to reveal the element of value proposition and customer relationship in business model canvas (BMC).

Also, there 4 data from 39 data analyzed that aim to use interestingness function to catch the website readers' or customers interest and to engage them to the service offered that written in Start Friday website content. In which, the interestingness function reveals the element of value proposition and key activities in business model canvas (BMC).

From the findings above, *Start Friday* give the knowledge about pragmatics function in form of presupposition used in website content of Start Friday which also reveal the element of Business Model Canvas (BMC). Furthermore, those pragmatics functions aim to facilitate other company or advertiser or web developer to create an effective and appropriate Business Model Canvas (BMC) through the analysis of types of presupposition and pragmatics function. In which, it can be inferred that presupposition and pragmatics function can be the powerful tool to make the effective business plan for the company by using the form of Business Model Canvas (BMC). It also becomes a marketing strategy for presenting the services offered and their capability to their website readers or customers.

Suggestions

In this section, the researcher suggests for the future researchers who want to write this kind of study to widely extend the research by enhancing the study focus by not only exploring the types of presupposition and pragmatics function, but also use more varieties in pragmatics approach or other linguistics approach. Also, the researcher suggest for the next researchers for using another kind of data, such as from other website company.

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